

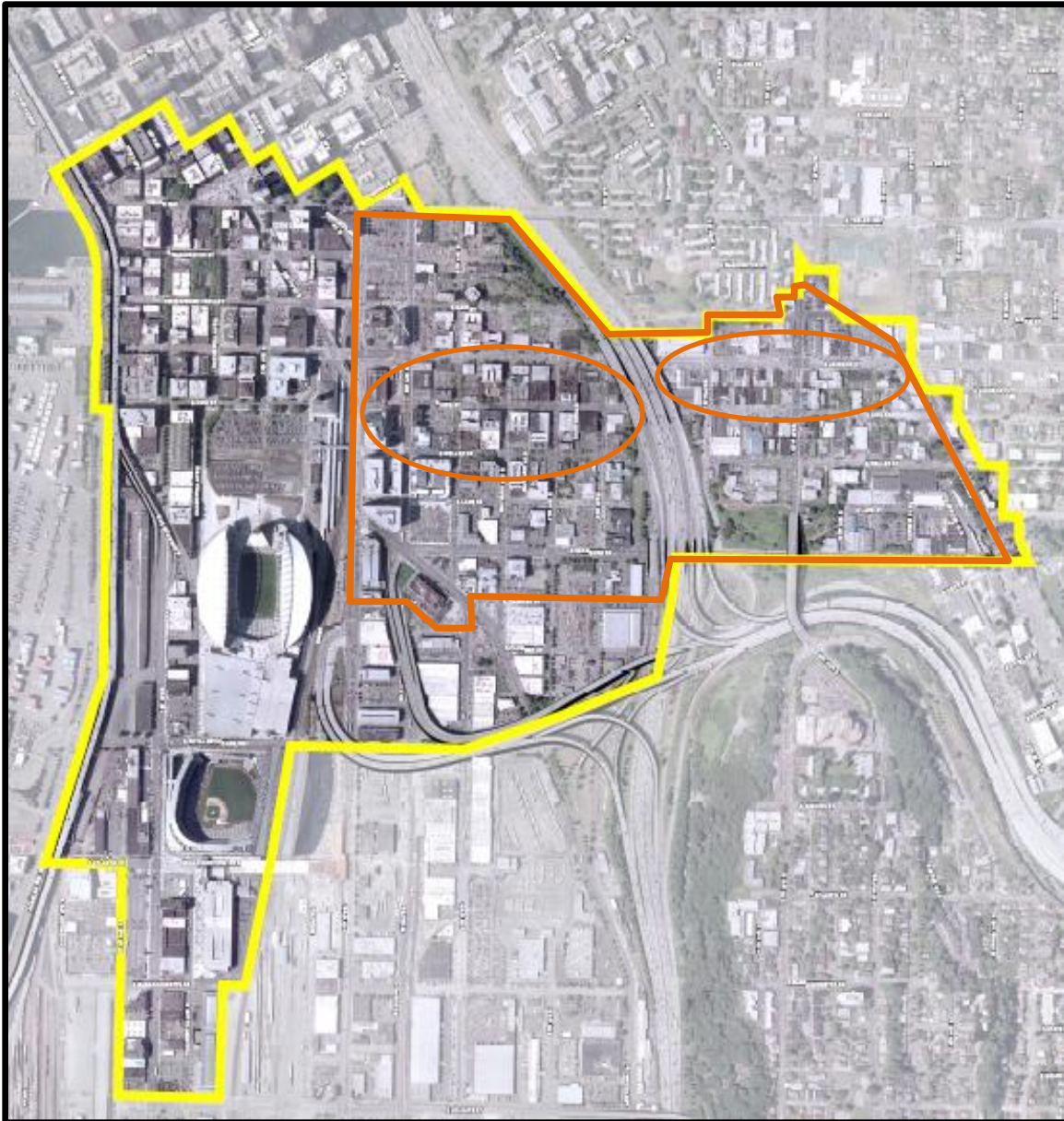
## **South Downtown Planning Area:**

**Retail and Small Businesses in  
Chinatown/International  
District, Little Saigon**

**Presentation to the City  
Council Committee on the  
Built Environment**

**August 5, 2010**





**Focus on:**

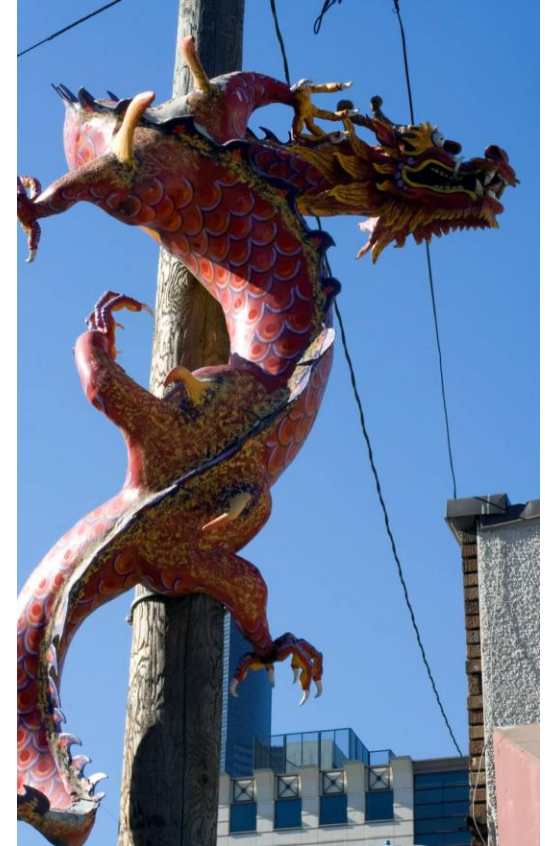
**Chinatown/ID and  
Little Saigon  
Business Districts**

# Chinatown/International District & Little Saigon Business Study

Small Business Impact Analysis  
of Proposed Zoning & Dearborn Project,  
follow-up Revitalization Study

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Strategic Economics & Trang D. Tu Consulting  
2007  
DPD & OED



# Chinatown/International District & Little Saigon Business Study

- Business revenue trends
- Survey of Chinatown/ID/ Little Saigon businesses
- Case studies comparable areas
- Local real estate trends & financial analysis
- Interviews: businesses, property owners, community organizations
- Regional demographics
- Shopper intercept survey





# Business Conditions & Trends

## Chinatown/International District

- 300 businesses, 40 non-profits
- Multiple anchors & specialty niches
- Anchors aren't driving sales to smaller businesses
- Intense duplication of some specialties, lack of diversity
- Small commercial spaces
- Negative revenue trends:
  - 1997 - \$66 million
  - 2006 - \$41 million
- Rent averages below \$1.50/ square foot per month



# Business Conditions & Trends

## Little Saigon

- 175 businesses, 25 non-profits
- Competition amongst similar businesses limits profit margins
- 20% vacancy rate
- Growth in revenues: 1997 - \$22M to 2006 - \$32M
- Significant re-development potential under existing zoning



# Business Conditions & Trends



- Insufficient neighborhood customer base
- Competing customer districts
- Cleanliness & safety
- Major festival events of uncertain value to businesses
- Insufficient community organization and coordination
- Lack of common vision
- Small businesses currently at risk, *regardless* of proposed zoning

# District Revitalization & Business Strengthening Recommendations

## Immediate Priorities

- 1: Improve Cleanliness & Safety
- 2: Increase Customers Access to Stores
- 3: Greater Variety of Stores & Restaurants
- 4: Develop Strategic Promotional Campaign
- 5: Increase Community Organization






# Proposed South Downtown Land Use



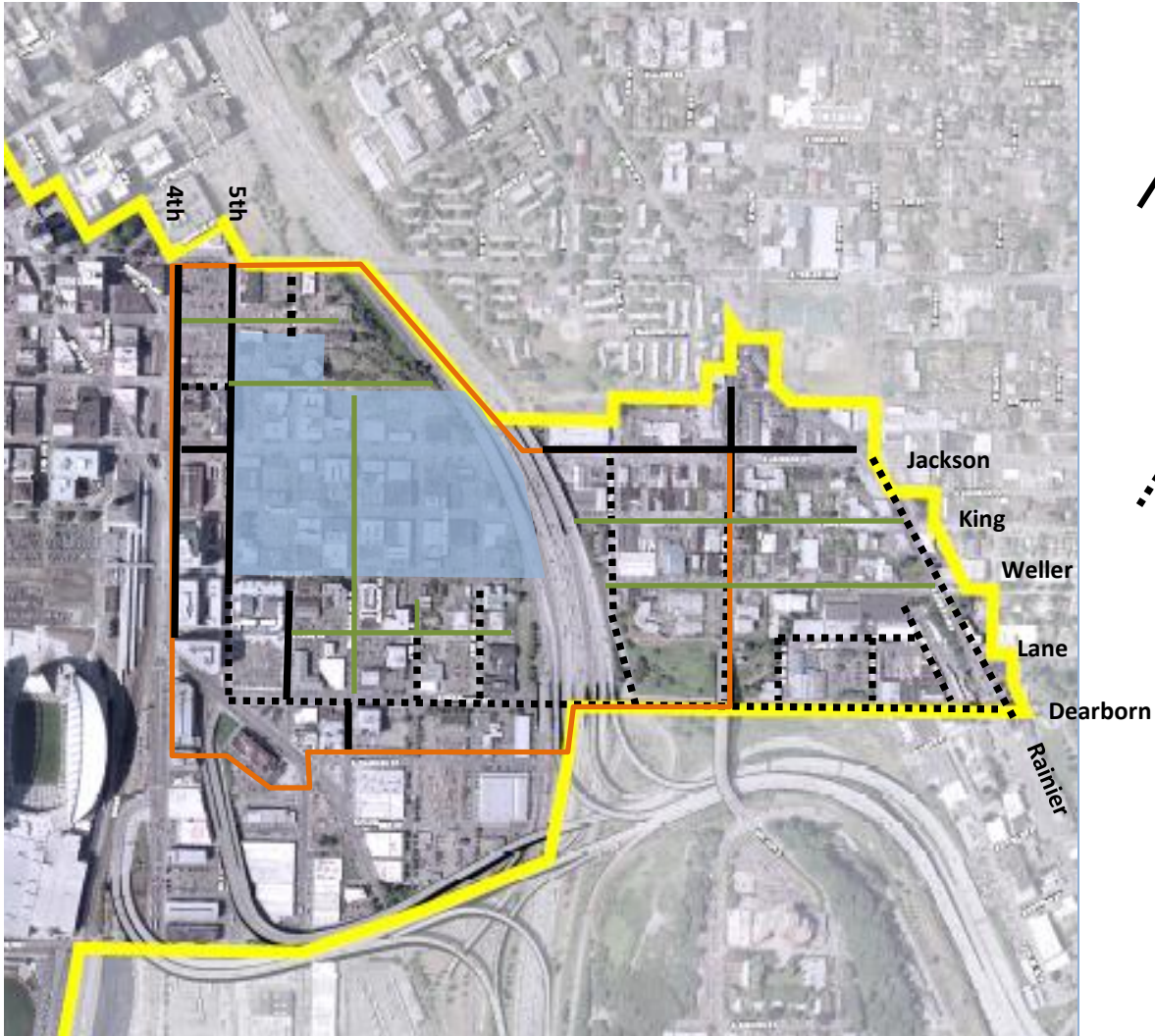
Proposed Zoning:  
residential, commercial,  
mixed use

 = area where ground floor  
retail uses are required

merchant display vending  
standards proposed



# Proposed South Downtown Land Use



— = Class I Pedestrian Street

- 60% façade transparency
- limits blank walls
- minimum façade heights
- limits parking at street level

 = Class II Pedestrian Street



# Proposed South Downtown Land Use



Area where size of use limits are proposed to apply:

25,000 s.f. retail

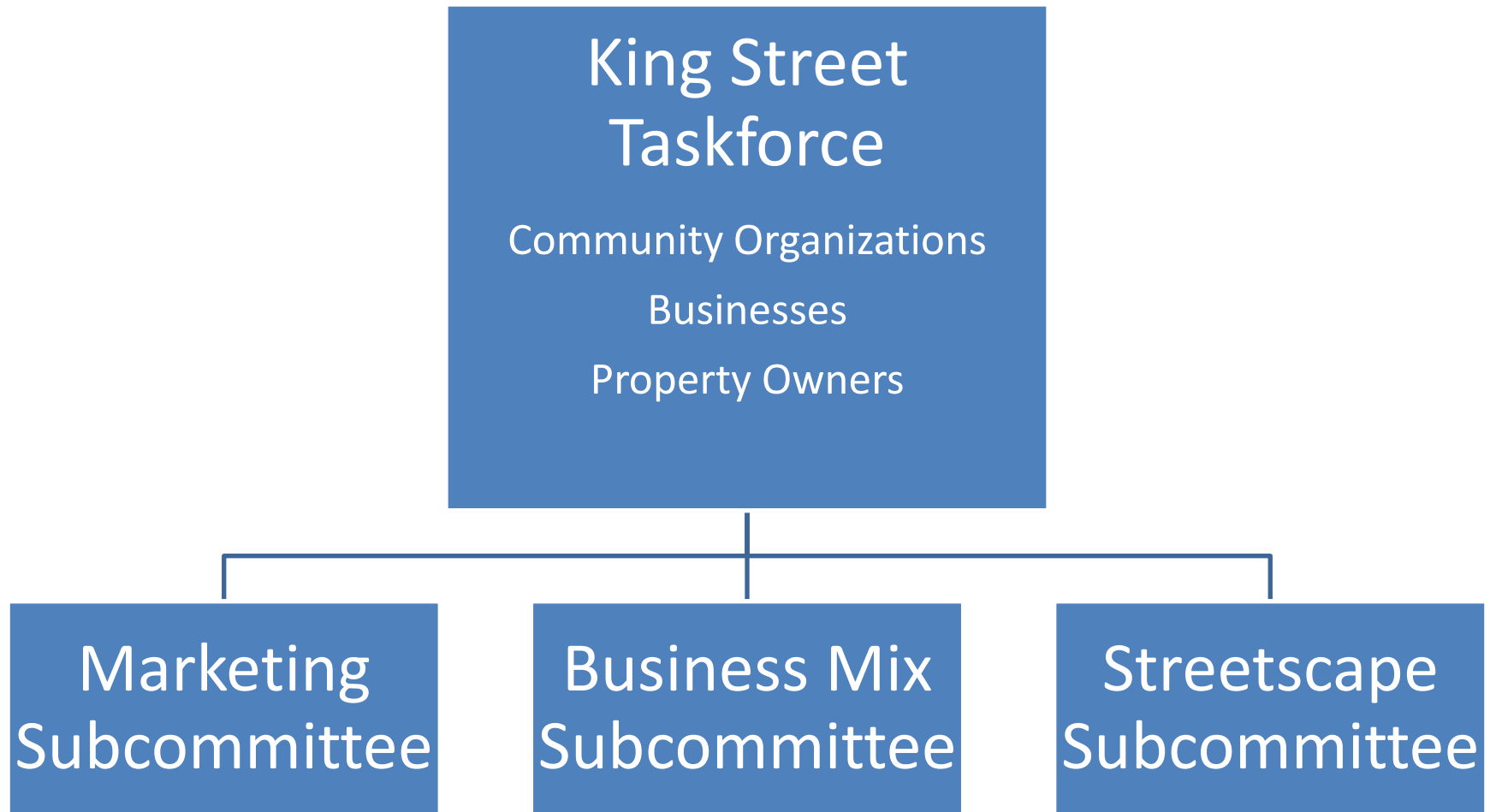
50,000 s.f. grocery

# Proposed South Downtown Zoning Parking

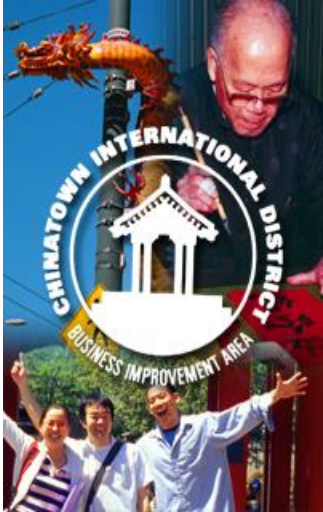
Type of Parking	Proposed Parking Regulation in the Proposed DMR/C Zone
Parking quantity	No parking, either long-term or short-term is required. Within the ISRD, parking is required for certain uses (23.66.342).
Maximum parking	Limit parking provided to 1 space per 1,000 square feet of non-residential use (23.49.019). Within the International Special Review District (ISRD), review district provisions would apply (23.66.342).
Principal use parking garages	Proposed to be allowed as an administrative conditional use (amended 23.49.146)
Principal use surface parking lots	Downtown zoning would prohibit new surface parking lots. Existing lots would be allowed as a legal, nonconforming uses. (23.49.146)
Accessory parking garages	Allow outright when on the same lot as the use they serve (23.49.146).
Accessory surface parking areas	Allow outright if less than 20 spaces outside the ISRD (23.49.146).
Maximum parking	Limit parking provided to 1 space per 1,000 square feet of non-residential use. Parking for certain uses required within the ISRD (23.66.342).



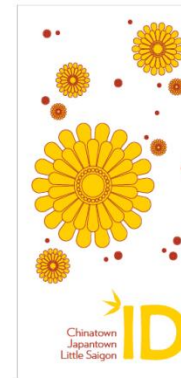
# Recommendation: Increase Community Organization



# Recommendation: Improve Cleanliness and Safety



BIA Assessment



Student Visioning Project for Columns

Banner Designs

# Recommendation: Develop Strategic Promotional Campaign

## Brand Research, Logo, Marketing Plan



New event bringing people  
into the businesses

### CHINATOWN INTERNATIONAL DISTRICT BRAND PLATFORM

DEVELOPED BY KITE & SOMELAB

November 2009

#### OVERVIEW

The brand platform creates a foundation from which to promote and market the neighborhood. It defines what you want the neighborhood to be known for and drives the experience for audiences. A place brand is the totality of perceptions, thoughts, and feelings that people hold about the place:

- What it stands for
- What it looks like
- What it sounds like
- Its character
- Its reputation
- The experience

Using the brand to drive communications, actions and experiences helps to ensure that the strengths of the place are properly connected to the needs of the marketplace, and that the place acquires sustainable advantage through a powerful, positive and distinctive reputation.

# Recommendation: Greater Variety of Stores and Restaurants

- Developing a Business Attraction Packet
- Identifying Businesses to Attract

## Preferred businesses to fill vacancies

When asked to pick their top 3 priorities in the types of new businesses they would like to see in the ID...

- 81 surveyants wanted Asian specialty good businesses
- 22 surveyants was for non-Asian specialty good stores (like Safeway)
- 51 surveyants was for clothing/accessories businesses
- 55 of them wanted to see personal service businesses (Laundromats, etc.)
- 40 surveyants wanted some pharmacy/drugstore (Bartell's Drug, Walgreens, etc.)
- 100 surveyants picked entertainment/cultural businesses in their top 3 (movie theaters, museums, performing arts, etc.)



# District Revitalization & Business Strengthening Recommendations

## Long-term City-wide Capacity Building Initiatives

- Build API Small Business Technical Assistance & Finance Capacity
- Develop Rent-stabilized Retail Real Estate Development & Management Capacity



# Thank You

